

Publications Template

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	Internet Usage for Travel and Tourism: Social media and its role in finding travelling information.	Online Tourism marketing		2012	
2	Egypt's competitiveness: Market challenges and Evaluation systems.	Tourism Marketing		2014	
3	Use of Hofstede's cultural dimensions, demographics, and information sources as antecedents to cognitive and affective destination image for Egypt.	Destination Image		2014	
4	Decision Factors for Domestic Tours in Egypt: Analyzing visitor's profile, behavior and holidays' characteristics	Tourism Marketing		2015	
5	Evaluation of the websites Functionality of the Egyptian Intermediaries and defining barriers to online development	Online Tourism marketing		2015	
6	Exploring the Mediating and Moderating Role of Services Marketing Strategy and Safety and Security Measures in the Tourism Industry	Tourism Marketing		2016	
7	Shaping destination marketing through travel blogs: Understanding Egypt's attributes affecting bloggers' choice	Online Tourism marketing		2016	



Marketing Department

إدارة التسويق

8	Personal values, quality of the tourism experience and destination attributes: the case of Chinese tourists in Egypt	Destination Marketing		2018	
9	The relationships between job satisfaction dimensions, organizational commitment and turnover intention: The moderating role of ethical climate in travel agencies.	Human Recourses		2019	
10	Evaluating the Egyptian Official online channels for branding Egypt as a tourism destination	Destination Branding		2020	
11	Promoting Egypt through its National Stereotype: The Role of Stereotype in Evaluating the Components of Destination Image	Destination Image		2020	